

1. Fill in the blank: _____ are a method of collecting data you can use to evaluate and measure the quality of a project's processes, goals, or deliverables.

0 / 1 point

- ☐ Quality management plans
- ☒ Evaluation indicators
- ☐ Surveys
- ☐ Quality planning

⊗ Incorrect
Evaluation indicators do not measure project processes, goals, or deliverables directly. Instead, you can use surveys to measure quality standards. Surveys assess against your set of criteria and provide data to confirm if you have met quality standards.

2. What is the relationship between survey questions and evaluation questions?

0 / 1 point

- ☐ Survey questions collect data that helps you answer evaluation questions.
- ☐ Survey questions collect data that helps you formulate evaluation questions.
- ☒ Evaluation questions collect data that helps you answer survey questions.
- ☐ Evaluation questions collect data that helps you formulate survey questions.

⊗ Incorrect
Evaluation questions are not meant to collect data. That's the role of survey questions, which are designed to collect data to help answer evaluation questions and measure project quality.

3. What is the purpose of an evaluation indicator?

0 / 1 point

- ☐ An evaluation indicator clarifies the *specific type of data* you need to collect to answer your evaluation questions.
- ☐ An evaluation indicator summarizes *research conclusions* so the project team can share their findings with stakeholders.
- ☐ An evaluation indicator serves as a *research tool* that asks respondents to answer a set of questions that the project team can analyze.
- ☒ An evaluation indicator asks a *key question* about the outcomes, impact, and/or effectiveness of your project or program.

⊗ Incorrect
This describes an evaluation question, which asks about a project's outcomes, impact, or effectiveness. Evaluation indicators, on the other hand, state what you want to measure or evaluate. They help you take your evaluation questions and determine the specific type of response you need to collect.

4. Imagine that a bank adds a new check deposit feature to its mobile app. One of the evaluation questions for the new feature is: "Does the new feature improve user experience and satisfaction with our app?" Which of the following survey questions can help you answer this evaluation question? Select all that apply. 0.6 / 1 point

☒ Do you know which other banking apps include this feature?

☐ This should not be selected
A survey question about other companies will not help you improve the user experience. Instead, you should ask about ease of use, customer satisfaction, and whether users would recommend the feature to a friend.

☒ On a scale of 1–5, where 1 is "very easy" and 5 is "not at all easy," how easy is this feature to use?

☒ Correct
A scaled question about ease of use can produce valuable feedback about the user experience. To collect this feedback, you ask respondents to rate their experience on a numeric scale. You can also ask about customer satisfaction and whether users would recommend the feature to a friend.

☒ Would you recommend this feature to a friend?

☒ Correct
Asking whether customers like a feature enough to recommend it can help measure satisfaction with the user experience. To collect this data, you can use a simple closed-ended question with a single response, like *yes* or *no*. You can also ask about customer satisfaction and ease of use.

☒ When did you first hear about this feature?

☐ This should not be selected
A marketing-related question will not help you improve the user experience. Instead, you should ask about ease of use, customer satisfaction, and whether users would recommend the feature to a friend.

☒ Did you encounter any technical difficulties while using this feature?

☒ Correct
Asking about technical problems can help measure the quality of the user experience. To collect this data, you can use an open-ended question that asks respondents to answer in their own words. You can also ask about customer satisfaction and whether users would recommend the feature to a friend.

5. Imagine that a meal kit service pilots a new line of customizable recipes for different dietary needs. One of the evaluation questions about the pilot's outcome is: "How satisfied are our customers with the *new* recipes?" Which of the following survey questions would be most useful to answer the evaluation question? 1 / 1 point

☒ How many of our new recipes would you make again?

☐ How often do you use our meal kits?

☐ Why is our best-selling pasta primavera your favorite recipe?

☐ Do we offer enough high-protein options to fit your active lifestyle?



Correct

This question is specific and addresses one measurable aspect of the project, so it would generate the most useful responses.